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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

MATZ, *et al.*

Group Art Unit: 3622

Application No. 10/017,111

Examiner: ALVAREZ, Raquel

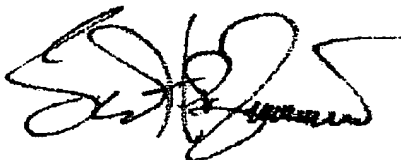
Filed: December 14, 2001

Title: "Method and System for Targeted Incentives"

37 C.F.R. § 1.8 CERTIFICATE OF TRANSMISSION

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Scott P. Zimmerman
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11 October 2005
Date of Transmission

REQUEST FOR RECONSIDERATION

Mail Stop: Non-Fee Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

Commissioner:

The Assignee respectfully requests reconsideration and entry of the following amendment and remarks in response to the July 12, 2005 non-final Office Action. The Assignee respectfully submits that the pending claims already distinguish over the cited document to *Knudson*.